

ORCHESTRA PRIVATE EQUITY PROCESSES EXIT OF FIRST PLATFORM INVESTMENT

EXIT OF JAPANESE HEADQUARTERED PREMIUM GOLF EQUIPMENT COMPANY, “MAJESTY GOLF”

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Orchestra Private Equity I, L.P. (“OPE I”), private equity fund established by Orchestra Advisors Korea L.P. (“Orchestra”), is pleased to announce the exit of its platform investment MAJESTY Golf K.K. (“MAJESTY Golf” or the “Company”), a global golf equipment manufacturer and distributor with HQ and factory in Tokyo Japan. The company occupies the largest market share in premium golf club segment in Japan, Korea, China, and Southeast Asia.

In July 2017, Orchestra acquired 32% of total shares of MAJESTY Golf and 100% of total shares of MAJESTY Golf Korea Co., Ltd. OPE I was established in Korea with limited partner participation primary from Korean institutions. The investment amounted to KRW 78 billion.

Subsequently, Orchestra ran two successful tender offers to acquire the remaining shares of the Company and, on January 2020, successfully completed delisting of MAJESTY Golf from Tokyo Stock Exchange JASDAQ. Orchestra also fully acquired MAJESTY Golf Taiwan Co., Ltd. from its Taiwanese partner in November 2018.

After attaining 100% of total shares of the entire group companies, Orchestra spun-off the non-core healthcare and supplements business from the Company. Maruman H&B Co., Ltd., a wholly owned subsidiary of MAJESTY Golf, was later sold to a Japanese strategic investor in December 2020.

Under Orchestra’s guideline, MAJESTY Golf was also staffed with a highly professional management team which enabled the transformation into a truly multinational company with bilingual CEO, CFO, CMO, and country heads for the various subsidiaries. This tight one-company policy paved the way to implement key initiatives of Orchestra’s post-acquisition strategies such as aggressive international expansion, improved business planning, and realignment of the entire product portfolio of “MAJESTY” and “maruman” brands under a multiyear product road map.

“The key to the success of the business,” said Jay Kim (Japan Name: Jay Kanehara), Partner at Orchestra, “was being able to build a strong management team that was aligned with Orchestra’s vision, and able to execute on the strategies to develop MAJESTY Golf into a leading global luxury golf brand.”

Tetsuo Nishihara, CEO of the Company, commented that “the management team is happy having worked with Orchestra and the support and resources they have provided to us. We have been able to build a strong global platform and are ready for the next stage of growth with the new partner.”

In February 2022, MAJESTY Golf was exited to a consortium led by Striker Capital Management. Goldman Sachs served as the investment banker to the transaction, Deloitte as the financial & tax advisor, and LAB Partners as the legal counsel.

About Orchestra Private Equity

Orchestra Private Equity is a cross-border General Partner based in East Asia, which aims to acquire local companies at the smaller end of the middle market and build them into ‘Global Champions’. With main teams in Korea and Japan, and fund management office in Singapore, Orchestra combines a long-term perspective on growth based on intrinsic value of the business, and applies relevant knowledge and experiences required to create equity value. As a General Partner, Orchestra members work with portfolio company management teams to make businesses more valuable through organic growth, geographic expansion, institutionalizing businesses by developing a strong management bench, and add-on acquisitions domestically and globally. Please visit www.orchestraprivatteequity.com more information. For inquiry on the press release, please contact information@orchestraprivatteequity.com.

About MAJESTY Golf

MAJESTY Golf is a global golf equipment manufacturer and distributor with HQ and factory in Tokyo Japan. The company's MAJESTY Golf brand occupies the largest market share in premium golf club segment in Japan, Korea, China, and Southeast Asia. Please visit www.majesty-golf.com for more information.